

VWEAR I 1994- EXPIRATION 7/31/94 (EDUCATION ON VWEAR II WILL BEGIN IN JUNE 1994)									
PREMIUM OFFERS BY MEDIA									
		DIRECT MAIL		MAGAZINES		RETAIL			FSI
					BUYER	48,000 20 DEAL	15,000 20 DEAL		
					RESPONSE	SHIPPER	CARTON DISPLAY		FSI
					CARD	2 PACK W/COMPACT	CTN W/LIGHTER	CARTON INSERT	3-PAGE AD
ITEMS OFFERED	#	SLIMS CLUB #1	SLIMS CLUB #2	DOUBLE		FEBRUARY	FEBRUARY	2/7/94	FEBRUARY
	UPCS	1/24/1994 Comp: 1/31/94	MARCH	GATEFOLD					
Tasoo kit	20	yes	no	yes		yes	yes	no	no
Silver heart Lighter	40	yes	no	yes		yes	yes	yes	yes
Choker (kit) with removable brooch	35	yes	no	yes		yes	yes	no	yes
T-shirt (commentary)	30	yes	no	yes		yes	yes	no	yes
Sunglasses (w/case)	40	yes	no	yes		yes	yes	no	yes
Printed crepe scarf	55	yes	no	yes		yes	yes	no	yes
Wristwatch (Bracelet style)	240	yes	no	yes		yes	yes	no	no
Mini-bag pouch	80	yes	yes	yes		yes	yes	no	yes
White Poet's Blouse (S/M, M/L)	60	yes	no	yes		yes	yes	no	yes
Long Vest (S/M, M/L)	100	yes	no	yes		yes	yes	no	yes
Large Suede Pouch Bag	175	yes	no	yes		yes	yes	no	no
Leather Jacket (S, M, L)	400	yes	no	yes		yes	yes	no	yes
Notes									
						(48,000 Displays 20 Catalogs/Display) Take ones: 960,000	(15,000 Displays 20 Catalogs/Display) Take Ones: 300,000		TOTAL
Circulation		1,500,000	1,500,000	21,100,000	20,000,000	960,000	300,000	5,000,000	36,567,000
Order Form Expiration		7/31/94	XX	7/31/94	BHC BB: 5/31/1994	7/31/94	7/31/94	7/31/94	7/31/94
P. O. Box		V. Slims: 24304	XXXX	See below by magazine	6315	24076	24077	Cat: 24060; Both: 24088	24305
		Competitive: 24083	V. Slims: 1.0MM	BRC card to		BB for Catalog in	BB for Catalog in	BB for Catalog	
		V. Slims: 1.0MM	Competitive: .5MM	order catalog		each deal	each deal	and/or Lighter	
		Competitive: .5MM		(Estimate catalog	(Estimate catalog	Vslims estimate	Vslims estimate	Vslims estimate	
				resp to BRC= 0.04%	resp to BRC= 0.05%	0.5% catalog response:	0.5% catalog response:	0.5% catalog response:	
				8,440	10,000	4,800	1,500	25,000	46,740
		V. Slims smokers:							
		Smoker survey BRC returned		Catalogs mailed for this	Catalogs mailed for this	Take ones/ BB Cat mailed	Take ones/ BB Cat mailed	Take ones/ BB Cat mailed	
		to P.O. Box 6518		offer are returned to	offer are returned to	for this offer are returned	for this offer are returned	for this offer are returned	
		Refer a friend card returned		P. O. Box XXXX with	P.O. Box XXXX with	to P. O. Box 24082 with	to P. O. Box 24082 with	to P. O. Box ??? with	
		to P.O. Box 6518		XX expiration	XX expiration	7/31/94 expiration	7/31/94 expiration	7/31/94 expiration	
							Catalog request from PMCA ==>		900
								sub total	66,697,640
								final total	67,057,938
						PLUS BB FROM ORDER (TOT MR'93 RESP: 0.09%)			
				Circulation					
				Essence: 650M					
				Woman's Day: 4500M					
				New Woman: 1300M					
				True Story: 750M					
				McCall's: 4600M					
				LHJ: 5000M					
				People: 4000M					
				Cosmo: ???					
				TOTAL CIRC: 21.2MM+					
				PQB Numbers:					
				Essence: 24092					
				Woman's Day: 24093					
				New Woman: 24094					
				True Story: 24095					
				McCall's: 24096					
				LHJ: 24097					
				People: 24098					
				Cosmo: 24306					
Catalog will be inserted with each order fulfilled until 5/31/94									